

A basketball player in a camouflage jersey is captured mid-air, jumping to shoot a basketball. He is looking upwards with a focused expression. In the background, other players are visible, including one in a blue jersey with "NORTH" and "1" on it, and another in a white jersey with "SPARTAN" and "13" on it. The scene is set in a gymnasium with bright lights and a scoreboard visible in the distance.

Rebound

Presented by Michael Byrne, Anna Denucci, Jordan Newman, and Sarah Parbs

Overview

- Fictional drama based on actual life experiences from up and coming Basketball stars
- Follows main character, James Thomson, from his career starting as it takes off and he is picked last in the first round of draft by the New York Werewolves
- He has flashbacks of his hard past with his biological family and of the family that took him in
- Eventually finds a girl that he is serious about, but is worried about commitment and future of relationship as he had a rough childhood with a lack of trust and love in his relationships

Pilot

- The episode starts off with him scoring the winning shot
 - During a shot in the game he has a flashback to a when he is playing as a child
 - Memory of his mom yelling at him
- After game all the players are at an afterparty
 - Many girls show interest in Jameshe responds non-stereotypically
- The next scene would be of him at a therapist's office
 - Introduces struggle with depression



Direction of Plot (Season 1)

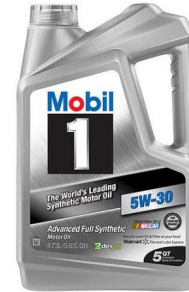
- James Thomson is rising to the peak of his pro basketball career after working hard to get there
- Adopted family relationship is strained as he becomes distant because of fame and career
- James has flashbacks of his childhood every so often that cause him to see a therapist
- Mid-season meets a girl at a party and starts to form a relationship
- Puts strain on basketball career because not fully focused on the game

Years Down the Road

- First Season Cliffhangers
 - On-again off-again girlfriend announces she is pregnant
 - His biological mother appears outside his door in current timeline and ends episode with “Hello, James.”
- Second Season Plotline
 - James’ fame is on the rise after his great basketball season (in season 1 of the show)
 - Leads to more money, stress, and less privacy
 - Trying to work on relationship with girlfriend and be there for her during the pregnancy
 - Biological Mother’s appearance is raising drama with family and press
- Third Season Plotline
 - Birth of baby (girlfriend in labor during season 2 finale) leads to more stress and demands on James’ as he works to keep up with pro basketball and his familial relationships
- Evaluate success and eventual syndication

Advertisements Within Episodes

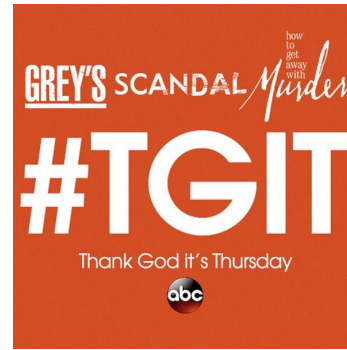
- Episodes are slotted for an hour
 - 45 minutes with about 15 for commercials
- Would include brands of:
 - Nike basketball (athletic) shoes
 - Dicks sporting goods (Female)
 - Rush T-shirts (make your own design website)
 - Patagonia Clothing
 - Mobil Motor Oil
 - Axe Shampoo
 - Beef Jerky
 - Progressive Insurance



PROGRESSIVE

Advertising Strategies

Advertising:



- Different Ads on facebook- “hear the story of a star who went from rags to riches”
- Spike’s twitter account tweeting out different hashtags every week to hype people for the show
- **Cross Promotion-** one of our commercials can be an advertisement for a different show like The Shannara Chronicles
- **Product Integration-** Have James use axe shampoo after every game and this can be a flashback too
- **Product Placement-** Have James drive a Chevrolet pick up truck with B.F. Goodrich tires on them

Programming Strategies

Programming:

- **Compatibility-** Aired on Thursday nights at 9
- **Hammock-** Aired right after an MMA fight and before a show like the Shannara Chronicles to gain momentum
- **Tent Pole-** As show gets more popular, we can use this technique to help promote other shows

The Cast

Character: Actors:

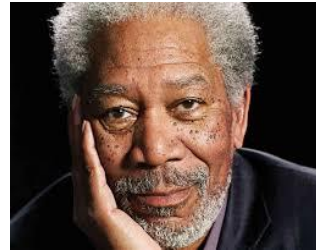
Will Smith (James Thomson)



Jennifer Aniston (Gloria Thomson, James biological mother)



Morgan Freeman (Miles Thomson, James biological father)



Jaden Smith (Josh Jefferson, James non biological little brother)



Ed Marinaro (Jack Smith, James coach)



Scarlett Johansson (Amanda Santos, mother who adopted James)



Who it is for

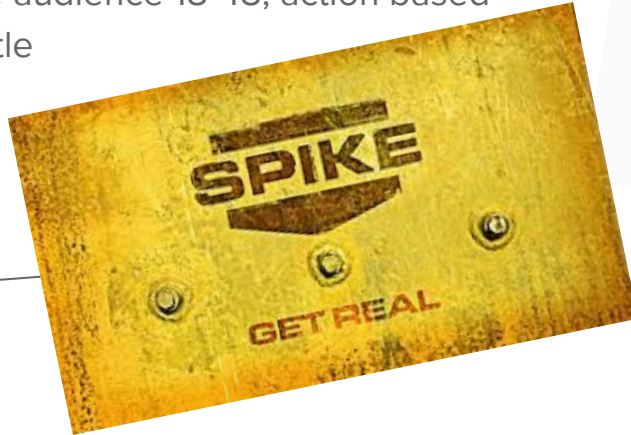
The Spike logo is displayed on a television screen in the background of the slide. The screen is part of a furniture set that includes a sofa and a coffee table. In the foreground, the silhouettes of four people are visible, sitting on the sofa and looking towards the screen. The overall scene is dimly lit, with the screen providing the primary light source.

Spike

- **Initially will attract middle age males with the Basketball theme**
 - Eventually will attract attract females with the drama aspect of the show
- **Program will spike interest and engage both gendered basketball fans and people looking for inspiration**
- **Program will start as catering to a narrow casted audience**
- **Will expand as characters and relationships start to grow**
 - Still include basketball and pro athlete aspects, but will also have drama and relationships to narrowcast a female audience
 - Female and male aged 25-45 will be eventual audience of show

Why Spike?

- Spike is a cable network with programming mainly catered to males 18-34
- “Get More Action”
 - Rebranded in 2006 to offer mainly gender-specific audience
 - Ex: MMA
- “Get Real”
 - Rebranded in 2011 to have gender neutral programming
 - Today still mainly male audience 18-48, action based
 - Ex: Lip Sync Battle



Why Spike?

- Lineups are oriented towards a male audience
 - Lots of males like basketball
- Spike is recently looking to air more gender-balanced programs with their new rebrand of Paramount Network
 - This is a drama based on a basketball star



**Thank You for Your Time and
Consideration!**